## Swing & Steidinger Sign Research

The largest building sign in Fairbury is for advertising Occident Flour. That sign is approximately 68 feet wide and 18 feet high. It was repainted it in August of 2016.

The second largest sign in Fairbury is for Swing & Steidinger Agricultural Rooms. It is 34 feet wide and 11 feet high. The sign starts at 18 feet above Main Street and the top of the sign is 40 feet above the sidewalk.

The Blade archives were searched, but no starting date could be found for the Swing & Steidinger business. The first advertisement placed in the Blade by the Swing & Steidinger company was on March 14, 1891. They advertised periodically in the Blade until November 5, 1892. On that date, the Blade ran an article saying the hardware business was sold to John A. and Gottlieb Stoller. The two Stollers then ran an ad saying their business would be named Stoller & Stoller.

This historic Blade data indicated the original Swing & Steidinger sign was probably painted in 1891. Those two gentlemen were only business together for about 21 months. They then parted company and sold the business to Stoller & Stoller.

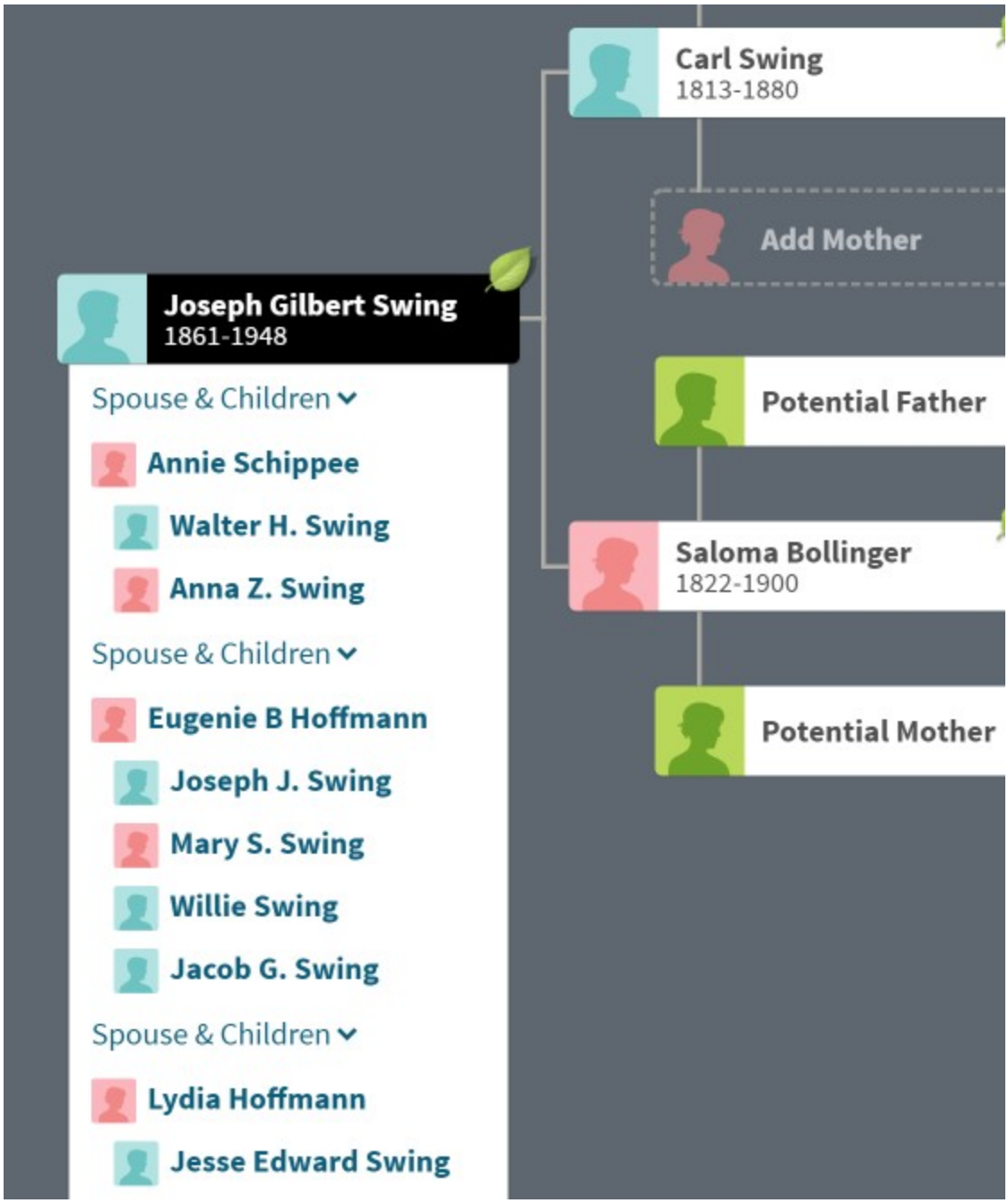
There is a 1913 photograph of this building which shows the Swing & Steidinger sign was gone by 1913. This agrees with the fact that Swing & Steidinger sold out in 1892. Either the sign was brushed off the bricks, or painted over. Over the years, the Swing & Steidinger sign letters have been working their way out to become visible again.

The Swing in the partnership was Joseph Gilbert Swing (1861 - 1948). He was the son of Carl Swing and Saloma Bollinger. In 1886, at age 24, he married Annie Schippee. They had their first child, Walter H., in 1887. In 1888, daughter Anna Z. Swing was born. Unfortunately, wife Annie died in 1888. Her death may have been due to complications experienced from her daughter's birth.

In 1890, Joseph G. Swing married Eugenie B. Hoffmann. She was born in France in 1865 and arrived in the United States in 1884. In 1891, Joseph entered into his partnership with Alexander Steidinger. After his partnership with Mr. Steidinger ended in 1892, Joseph opened up his own hardware store about two blocks east. He periodically ran advertisements for his store in the Blade. Between 1892 and 1899, Joseph G. Swing had four children with his second wife. In 1900, his second wife passed away. In 1901, he married Lydia Hoffmann. Mr. Swing and his family left Fairbury in 1914. They moved to LaPorte, Indiana, in the northern part of that state. Mr. Swing's was the first of many Apostolic Christian families to move to the LaPorte area.

The Steidinger in the partnership was Alexander Steidinger (1865 - 1960). He was the son of John George Steidinger and Anna Mary Yackley. He was born in Germany and came to Fairbury with his family when he was ten years old. In 1891, at the age of 26, he married Sarah Zimmerman. Their wedding announcement in the Chicago Inter Ocean newspaper stated that Alex was employed with the firm of Swing & Steidinger. Their first child was born in 1892. In that same year he dissolved his partnership with Joseph G.

Swing. Alex Steidinger spent the rest of his life farming about six miles southeast of Fairbury.

**Question:**

From Ancestry.com, it looks like his 2nd and 3rd wives had the same father, but different mothers?